

FinePix F80EXR

Number of images / recording time

Actual number of frames and recording time varies depending on the types of Memory Card or shooting conditions.

\* A movie recording will stop automatically when the movie file size becomes approx. 2GB.  
When shooting HD movies, please use a memory card rated SD Speed Class 4 or higher to ensure minimum sustained data writes of 4MB/s.

\*1: Number of effective pixels: The number of pixels on the image sensor which receive input light through the optical lens, and which are effectively reflected in the final output data of the still image.

\*2: Please see the Fujifilm website to check memory card compatibility.

\*3: Exif 2.2 is a digital camera file format that contains a variety of shooting information for optimal printing.

\*4: 'CIPA DC-002-2003 Standard Procedure for Measuring Digital Still Camera Battery Consumption' (extract) Pictures shall be taken at a temperature of 23°C, with the LCD monitor turned on, the zoom moved from full wide-angle to full telephoto (or vice-versa) and back again to its original position every 30 seconds, the flash used at full power every second shot and the camera turned off and then on again once every 10 shots.

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**FUJIFILM Corporation**



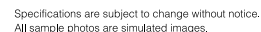
Accessory availability may vary by country.  
Please check with your local Fujifilm representative to  
confirm product availability.

- Guide to the number of available frames for battery operation

The number of frames per charge will decrease in Quick AF / Clear Display mode.

The number of frames per charge will decrease in Quick AF / Clear Display mode.

According to the Camera & Imaging Products Association (CIPA standards<sup>84</sup>): The battery (NP-50) is supplied with the camera.



For more information, please visit our Website:

**[http://www.fujifilm.com/products/digital\\_cameras/index.html](http://www.fujifilm.com/products/digital_cameras/index.html)**

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FINEPIX F80 **EXR**



3.0 inch High Contrast LCD

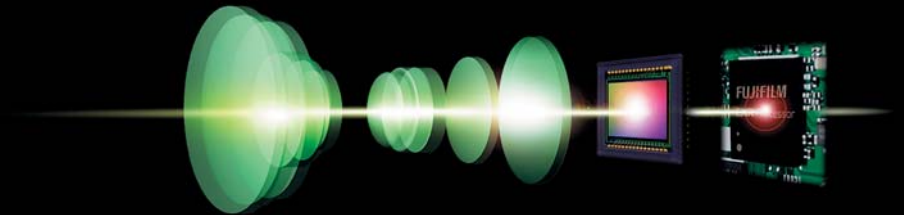
FinePix. More than you imagined.



## *EXR Sensor & Powerful Optics with Advanced Image Processing*

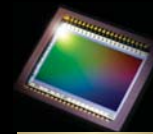
Experience & enjoy breathtaking image quality gained from years of photographic heritage.

Fujifilm's unique and award-winning EXR sensor technology has been combined with high precision Fujinon optics to deliver true -to-life photos time after time.



### FUJINON 10x ZOOM LENS

World renowned high-precision Fujinon optics combine the versatility of a 10x optical zoom and 27mm wide-angle lens within a stylish and slim camera body. By coating the Fujinon optics to prevent ghosting and flare, and employing a complex aspheric lens system to eliminate any colour aberration, the F80EXR lens guarantees quality.



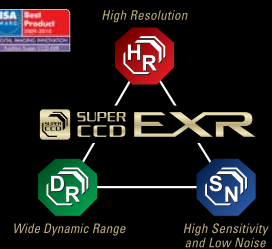
### 12MP SUPER CCD EXR SENSOR

Uniquely adaptable and flexible, the multi Award-winning EXR sensor is able to intelligently adapt its settings to optimize results for the lighting conditions and subject matter you are capturing. There are 3 Sensor modes which the camera will intelligently choose between dependent on what the situation demands:

HR - Full resolution for sunny outdoor shots

SN - Crisp, clear, noise-free low-light shots

DR - Detail in high contrast areas that would normally be lost



### EXR PROCESSOR

Fujifilm's latest generation EXR Processor brings near-DSLR image capture quality to compact cameras. With Multi-Frame technology and innovative Professional modes, you can add artistic touches to your compositions and enjoy a new standard of low-light image capture. And FinePix takes detection technology to a new level with automatic recognition of not only faces and scenes, but also specific people, expressions and even pets!



# Power Your Imagination with Advanced Functions

## EXR PRIORITY

If you prefer to manually control the camera's settings, you can choose the EXR Priority mode. With three sensor settings available, you can select from HR (for vivid 12 MP detail in good lighting), DR (for high contrast scenes where you want to capture detail in the shadows and highlights) or SN (for noise-free low-light shots).



**HR** High Resolution



**DR** Wide Dynamic Range

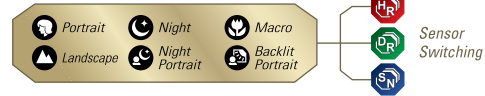


**SN** High Sensitivity and Low Noise

## EXR AUTO

Simply point the camera and EXR Auto intelligently recognizes what you are shooting and switches the sensor to the optimum settings. It's easy and makes sure that you get great pictures every time!

Scene Recognition



Zoom in on the Action with Movies and Capture the Expressions with Face Detection.



## 27mm\* WIDE ANGLE



Fit more in the picture! The 27mm wide-angle lens makes it easier to take wider photos. You can capture sweeping landscapes, tall monuments, and large wedding group shots, up close, and in full detail.

## 10x OPTICAL ZOOM



Bring your subjects closer with the powerful 10x zoom lens in the super slim F80EXR body and capture everything in perfect detail with the award-winning EXR sensor. Even at full zoom, Dual Image Stabilization counteracts blurring caused by camera shake or subject movement.

## HD MOVIE with 10x OPTICAL ZOOM



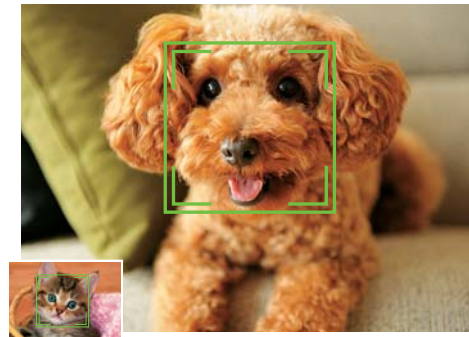
New high-definition movie recording with 10x optical zoom puts a total imaging solution in your pocket. Zoom in while shooting the action and let Face Detection find and bring the smiling faces into bright beautiful focus. Later share your clips online or at home on your home HD television.

## HDMI PORT

With the built-in HDMI port, showing and sharing both high-definition clips and stunning stills on compatible HDTV screens is truly plug-and-play. No more fussing with transfers, formats or DVD conversions. Just bring your F80EXR and the optional HDMI cable and let the show begin. (Commercially available HDMI cable required.)



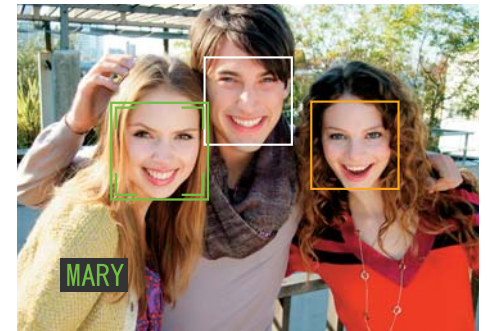
## DOG / CAT DETECTION



Featuring the world's first\*1 Pet Detection function, the F80EXR will take photos of your beloved pets. Working in a similar way to Face Detection, Dog/Cat Detection recognizes the faces of cats or dogs\*2 and optimizes the camera's settings for wonderful pet pictures. An auto release function can also be selected to automatically take a photo when the pet is looking directly at the camera. In image search, Dog/Cat detection also allows you to easily pick up your dog and cat photos.

\*1 Among compact digital cameras; as of November 2009, Fujifilm research. \*2 This function may not work on occasion.

## FACE RECOGNITION




The FinePix F80EXR not only detects faces in a frame but it can also recognize who is who! You can register up to 8 people in your camera and next time you take a photo of them it will bring up their name and optimize settings in favour of your registered faces. In playback, you can search for all photos containing registered faces to quickly find photos of your favourites.

\*equivalent on 35mm camera



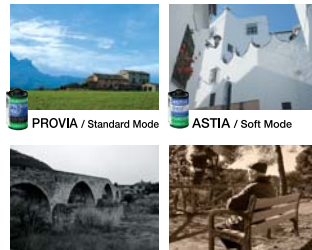
# Enhanced Image Quality and Intelligent Features



 **Velvia / Vivid Mode**

## FILM SIMULATION MODE

Recreate the distinctive look of 5 classic films at the touch of a button. Loved by professional photographers, each film mode breathes life back into your photos, and produces effects that could only previously be captured on film.



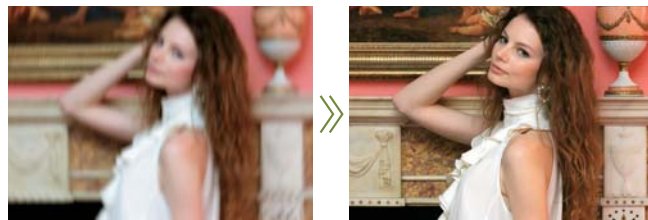
**Black & White Mode**      **Sepia Mode**



## TRACKING AUTO FOCUS



The F80EXR will cleverly "lock-on" to track and maintain your subject in perfect focus. Ideal for long zoom shots and also very useful when you're taking photos of moving subjects.



*Conventional digital camera*

*FinePix F80EXR*

## DUAL IMAGE STABILIZATION

Fujifilm's highly advanced Dual Image Stabilization system keeps image blur to an absolute minimum. It combines high ISO sensitivity with CCD-shift technology to counteract any camera shake and subject movement. No more disappointing blurred photos!

## SUPER INTELLIGENT FLASH

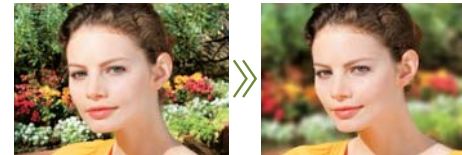


*Conventional digital camera*

*FinePix F80EXR*

This advanced flash system automatically adjusts flash output and timing to capture subjects and background in bright natural detail over the full flash range. No more flash washout even when taking ultra close-up shots.

## PRO FOCUS MODE



Achieve professional looking portrait and macro shots that look like they were taken on a DSLR. Pro Focus mode uses multi-frame technology to create an image with a perfectly focused subject against an out-of-focus background.

## 3.0" LCD HIGH CONTRAST WIDE VIEWING ANGLE

Easy to see in bright sunlight!

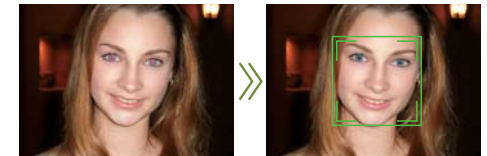


*FinePix F80EXR*

*Conventional digital camera*

With its wide viewing angle and high-contrast screen, the generous 3-inch display makes it a pleasure to compose and view images, even in bright sunlight.

## AUTO RED EYE REMOVAL



*Lost Photo opportunity*

*FinePix F80EXR*

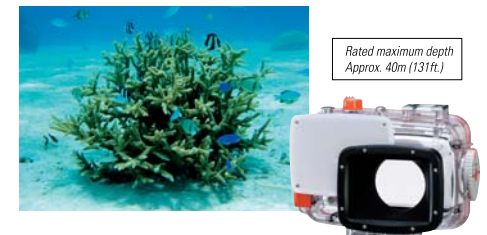
Red-eye removal works with the advanced Face Detection system to remove any unsightly red-eye from images whilst the photo is being taken. You can also edit your photos to remove red-eye in-camera post capture.

## PRO LOW-LIGHT MODE



For superb low-light shots employ Pro Low-light mode. Combining multi-frame technology with high sensitivity levels, it allows you to capture images with vivid colour and lots of detail in badly lit conditions, while ensuring that noise is kept to an absolute minimum.

## WATERPROOF CASE



Rated maximum depth  
Approx. 40m (131ft.)

*Optional Waterproof Case WP-FXFB0*

Dive into another world of photography. Protected by the optional waterproof case, advanced EXR technology captures the beauty and vivid colors of the underwater world in stunning detail.